

## **Changing requirements of branding and fashion Markets**

In the past, fashion designers could introduce similar designs without their knowledge. Now the designing apps have made it impossible. There are technologies totally changed the fashion industry. You can observe every fashion brand has introduced its own designs across the [clothing stores Cairns](#).

Social media and connectivity across the globe make it possible for fashion brands to outsource the services of fashion designers. The best fashion brands do need the services of qualified fashion designers to introduce creativity in their fashion range. This has become necessary due to the competitive marketing environment.

In this article, we are discussing how the fashion industry is affected by the advent of technology.

### **The dynamic fashion industry:**

It is totally a dynamic place, the fashion industry is always changing. New fashion trends are coming thick and fast, trends are coming and diminishing quickly. The main reason for that is the fashion industry is a Billion Dollars industry. The whole Textile Industry across the world is connected with the Fashion industry. This is causing the intense marketing competition, you can see new jobs are generated for creative fashion designers.

This creativity in the fashion industry and competition has made a dynamic platform. You can observe the fashion designs even become obsolete after one season. A brand introducing one design in one season, they are selling these designs at a discounted price to clear their shelves for new designs. There is no place for the brand just becoming too static.

### **Ecommerce in the Fashion industry:**

If you want to see the impact of technology. The fashion industry is a clear example of that almost every brand has developed its own interactive website and effective social media channels. These brands are doing almost 50% of their business via online shopping. There are some brands totally online, they do have no physical presence on the ground. They are generating Millions of dollars of business by online marketing.

The Fashion industry and the IT industry are growing along with each other. Most of the online fashion brands have developed their own social media marketing team. The fashion

industry is always connected to its target audience these days. These smart brands know what their target market demands in advance.

### **The Fast Fashion industry:**

Technology and interactivity have created the advent of the fast fashion industry. The Fast fashion industry is all about connectivity, brands know in advance about the needs and want of the target market. This is providing them the opportunity to produce the Fashion design, which is in demand in huge quantities.

These designs are readily made available on the retail outlets of that particular fashion brand. The Fast fashion industry is all about connectivity and interaction with the target audience.

### **Conclusion:**

Technology and new fashion trends have completely changed the fashion industry. The fashion industry is one of the most dynamic industries around the world. You can see more creative and qualified designers joining the industry. You can say the IT industry has revolutionized the whole fashion industry. Social media and the internet have provided fashion designers across the world a platform to exchange their ideas. This made available the most refined fashion designs across the fashion